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ASD(L&PA)

Department of Defense Instruction

SUBJECT Participation of Military Personnel in Commercially Sponsored Radio-Television Broadcasts not of a Public Service Nature

I. PURPOSE

The purpose of this Instruction **is** to clarify **and unify** existing Department of Defense policies and **procedures** governing the **participation** of **military** personnel in commercially sponsored radio or television **broadcasts**, and sustaining broadcasts **which** are not of a **public** service nature.

II. APPLICABILITY

This **Instruction** is applicable to all components of the Department of Defense. Hereinafter, the term Department of Defense shall be **inter-**preted to include the military departments. It is not applicable to **military** bands and orchestras **whose** participation in radio or television broadcasts is covered by separate regulations.

III. DEFINITIONS

LOCAL PROGRAM: A local program is defined as one broadcast or rebroadcast only by "the station over which it originates, or rebroadcast at a later time by another station within the **same** general broadcast area as the original station.

REGIONAL PROGRAM: A regional program is one broadcast over the facilities of two or more **inter-connected** stations in the same geographical area, **but** not in the same broadcast area. **Filmed**, taped, kinescope or transcribed programs which are broadcast over one station at a time, but which are later broadcast from one or more other stations in the same **geographi cal** area but not in the **same** broadcast area are considered regional programs.

NATIONAL PROGRAM: A national program is one broadcast over the facilities of **two** or more **int e-connected** stations not in the **same geographi-cal** or broadcast areas. **Any** filmed, taped, kinescope or transcribed program originating simultaneously or successively **from** stations not in the same geographical or broadcast areas shall be considered a national program.

REGIONAL COMMAND: A Regional Command is **defined** as a **numbered** Army Headquarters, a Naval District Headquarters, or a major Air Command Headquarters.

IV. POLICY

The participation of military personnel in commercially sponsored or sustaining radio or television programs **may** be permitted when deemed by **appropriate** authority to be in the best interests of the Department of Defense, is in keeping with the dignity and prestige of the **military** services, and is not **interf** ering with the **cu stomary** employment and regular engagement of performers. To provide guidance and to regulate and control **such p articipat** ion, the following standards are herewith established:

- A. **Members** of the **military establishment** may take part **in** local or regional **commercially** sponsored or **su staining** radio or television programs only with the approval of the Service **Secretary** concerned, **who** is authorized to re-delegate the approval authority to the appropriate off **i-** cers at the various command levels.
- B. Authority for participation in national programs is reserved to the **Secretary** of Defense.
- C. Appearances for **entertainment purposes may** be approved when:
 - (1) the program concerned is devoted entirely to the observance of a national holiday or is dedicated to the Armed Forces or to a particular Service, or
 - (2) the p **rogram** is local and originates entirely from a military installation or
 - (3) the military participant ion sought is unique in character, has no commercial counterpart, and contributes to a specific Service interest, or
 - (4) the Secretary of Defense deems **it** to be in the national interest.
- D. Requests for Secretary of Defense approvals shall be submitted **through** the Office of the Assistant Secretary of Defense (Legislative and public Affairs).
- E. **Milit** ary participation will be permitted for information p&- poses when the person appearing is newsworthy **in** his own right, or when appearing as an official representative of his Service or command for the sole purpose of **informing** the viewing or listening audience of the operation or functioning of such Service or command.

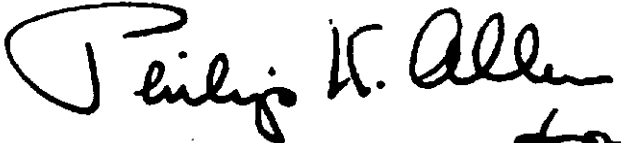
F. ~~Milit~~ ary personnel may take **part in** audience participation programs without prior clearance, but are responsible for conducting themselves so as to reflect credit upon ~~them-~~ selves and the military **profession.**


V. IMPLEMENTATION

The Services **will** provide copies of implementing **instructions** within **60** days to OASD(L&PA).

VI. EFFECTIVE DATE

This Instruction is effective immediately.


Robert Tripp Ross *for*
Assistant Secretary of Defense
(Legislative and Public Affairs)


Carter L. Burgess
Assistant Secretary of Defense
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